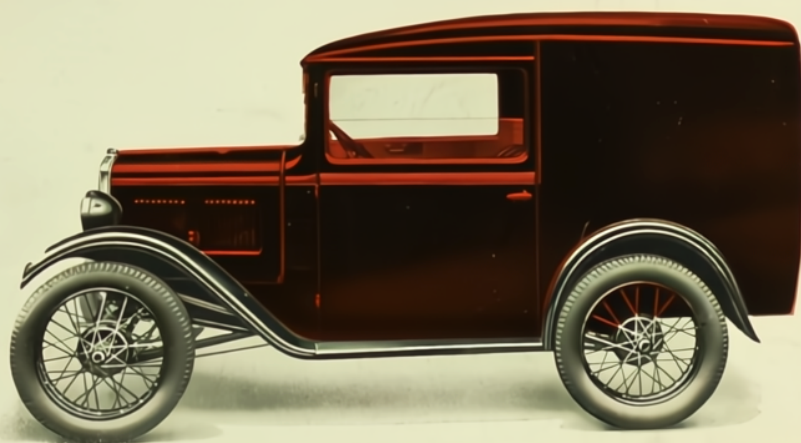


S A L E S

D E S P A T C H

& D E L I V E R Y

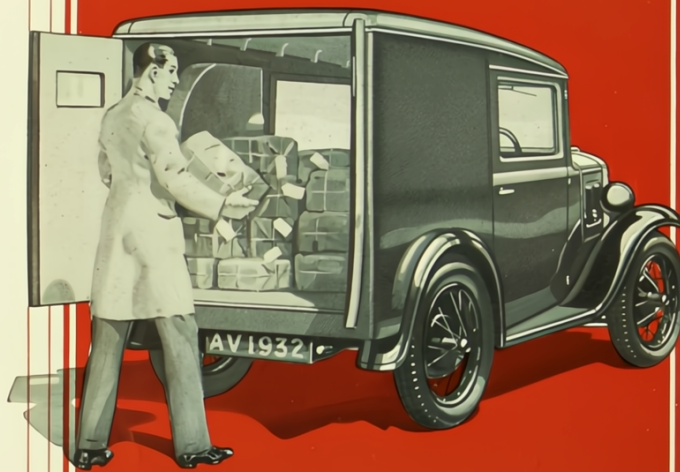
and
the greatest
of these
is



D E L I V E R Y

DELIVERY

**PLAYS A BIG
PART IN YOUR
BUSINESS**



The Austin Seven
Van is the Most
Economical as well
as the Most Efficient!

The Austin Seven Van
is a very valuable trade
advertisement!

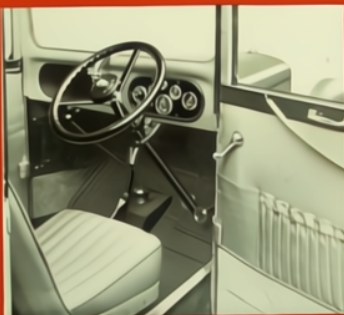
It is a proof that the most modern form of
swift goods delivery has been adopted.

It assures customers of unfailing prompt
service.

It suggests efficiency in all other details of
the business and gains valuable goodwill
which is the goal of all advertising effort.

And this part of its service costs nothing!

Distinctive Appearance Lends Tone to Your Business



The Driving Seat

The Austin 7 DELIVERY VAN

Specification

ENGINE.—Four cylinder water-cooled, detachable head, Bore, 2.2 in.; stroke, 3 in.—747.5 c.c.; R.A.C. rating, 7.8 h.p.; ignition, by coil and battery; oil circulation, by pump; cooling, thermo-syphon with film radiator and fan; roller crankshaft bearings.

STARTER.—Electrical.

CLUTCH.—Single Plate.

GEAR BOX.—Four speeds, forward and reverse; ratios: 5.25 to 1, 9.05 to 1, 14.4 to 1, and 23.4 to 1; ball bearings throughout.

REAR AXLE.—Semi-floating, with differential and torque tube. Ball bearings and thrusts throughout. Final drive by shaft and spiral bevel.

SPRINGS.—Semi-elliptic cross spring in front. Quarter elliptics at rear.

STEERING.—Worm and wheel, having provision for taking up wear.

FRONT AXLE.—Forged "I" section.

BRAKES.—On all four wheels, operated either by hand lever or pedal; compensated and easily adjustable.

WHEELS.—Special Wire, detachable, fitted with 1.9 in. by 4 in. Dunlop balloon cord tyres. One spare wheel with tyre.

SHOCK ABSORBERS.—Front and rear.

CONTROLS.—of ignition and gas on steering wheel; foot accelerator. Gear lever and hand brake lever placed central over gear box.

PETROL.—5 gallon tank.

LIGHTING.—By gear driven dynamo, with accumulator.

HORN.—Electric.

WORKMANSHIP AND MATERIALS.—Austin quality.

Dimensions of Austin 7 h.p. Van.

INTERNAL	...	3ft. 9 3/4 in.	Length of floor space	...	3ft. 4 1/2 in.
Width of rear opening	...	3ft. 0 1/2 in.	Width between wheel arches	...	2ft. 1 in.
Height of rear opening	...	3ft. 3 in.	Length of body	...	6ft. 1 in.
Interior height	...	3ft. 1 in.	Capacity 51.5 cubic feet	...	...
Maximum interior width	...	10ft. 1 in.	Height (unloaded)	...	5ft. 7 1/2 in.
EXTERNAL	...	4ft. 5 in.			
Length overall	...	...			
Width	...	...			

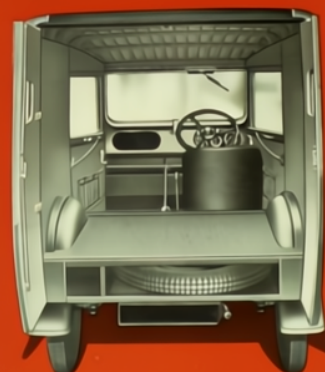


5 cwt capacity

NEW PRICE
£110 0 0

AT WORKS. IN PRIMING COLOUR

Painted in one of four standard colours: Blue, Green, Red or Yellow,
£3 10s. extra. Other colours, £5.



The roomy interior of the Austin Seventy P. Van

SPEED . . .

to-day is a vital factor. It is the proof of efficiency—it is the demonstration that time and money are being economically used. No business can afford to neglect any instrument which conserves time and effort.

There is no cheaper, easier-run vehicle for delivery purposes than the Austin Seven 5-cwt. Van.

It runs 40 to 45 miles on a gallon of petrol and 1200 miles on a gallon of oil. It is so simple to drive that a few hours' practice will make a capable driver.

It will travel at 40 miles per hour and cover well over a hundred miles a day—every day if necessary—and is a thoroughly well-proved, dependable vehicle for the swift delivery of goods.

Goodwill in retail businesses often depends upon the prompt delivery of goods required by the householder at short notice. Delay means dissatisfaction and lost business. There is no delay where an Austin Seven Van is used.

The capacity of the Van is such that it will accommodate a surprisingly large number of parcels.

Except for very heavy goods it is readily adaptable to the requirements of any retail business.